

CONFLICT OF INTERESTS

MEETING THE NEEDS AND EXPECTATIONS OF
DIVERSE USERS AND STAKEHOLDERS

Susan Alger

Coordinator, Department of School
History, Milton Hershey School

Tesa Lark Burns

Archivist, Hershey Community Archives

Jennifer Henderson, CA

Senior Archivist, Hershey Community
Archives

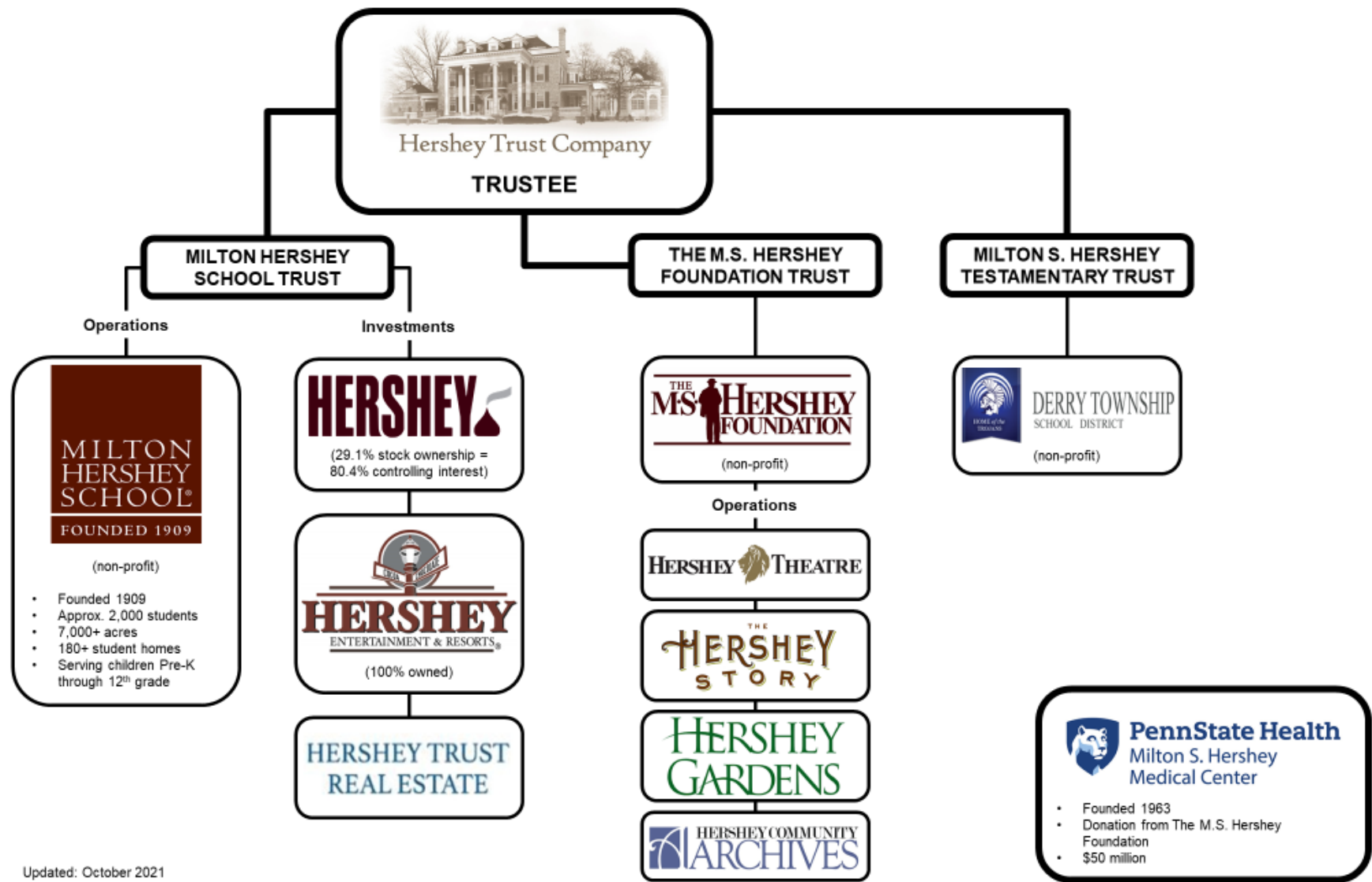
OUTLINE

1. Introductions
2. Service to stakeholders
3. Cultivating relationships
4. Meeting diverse user needs & expectations
5. Solutions and ongoing work

ONE HERSHEY

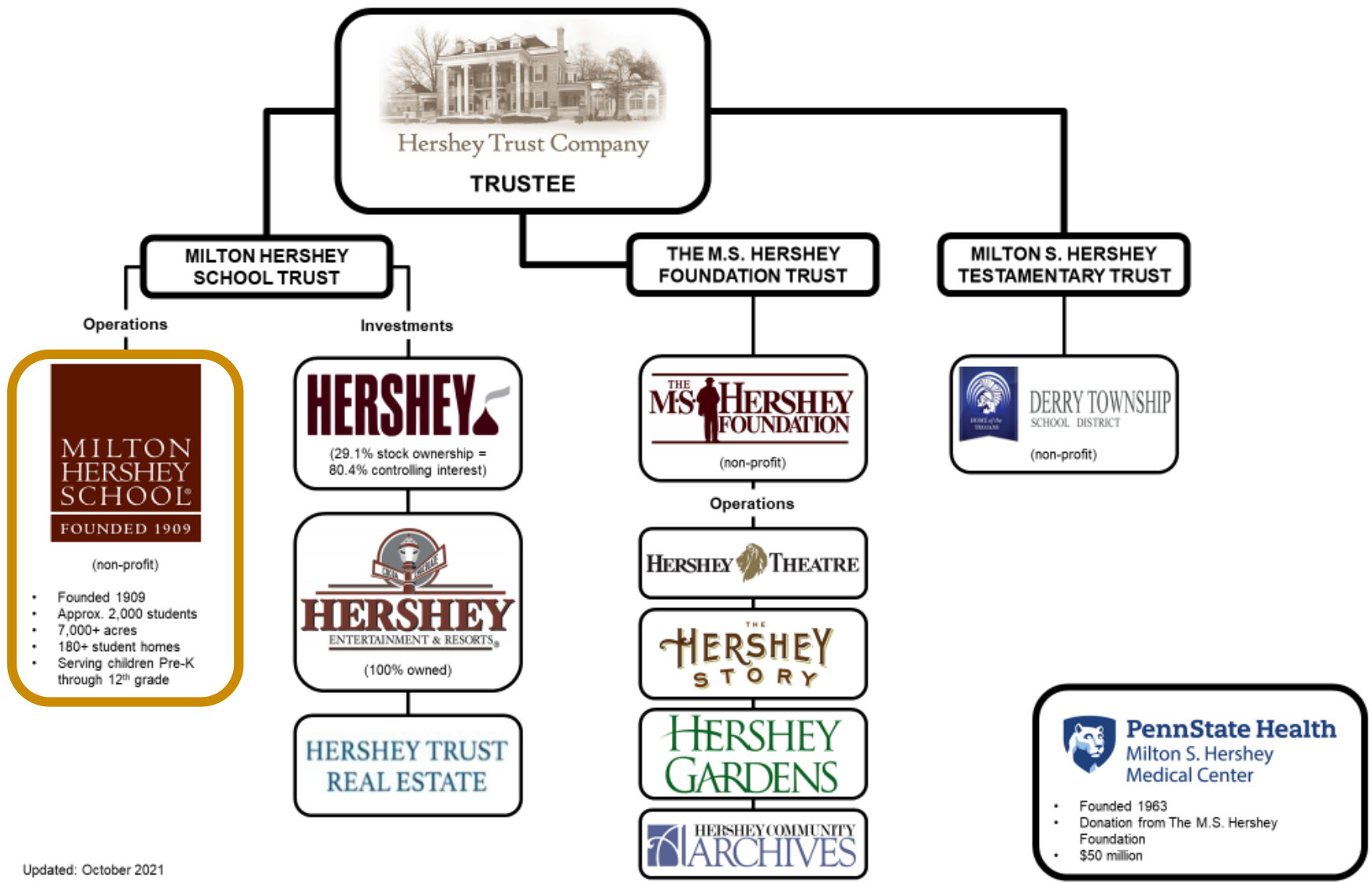


ONE HERSHEY



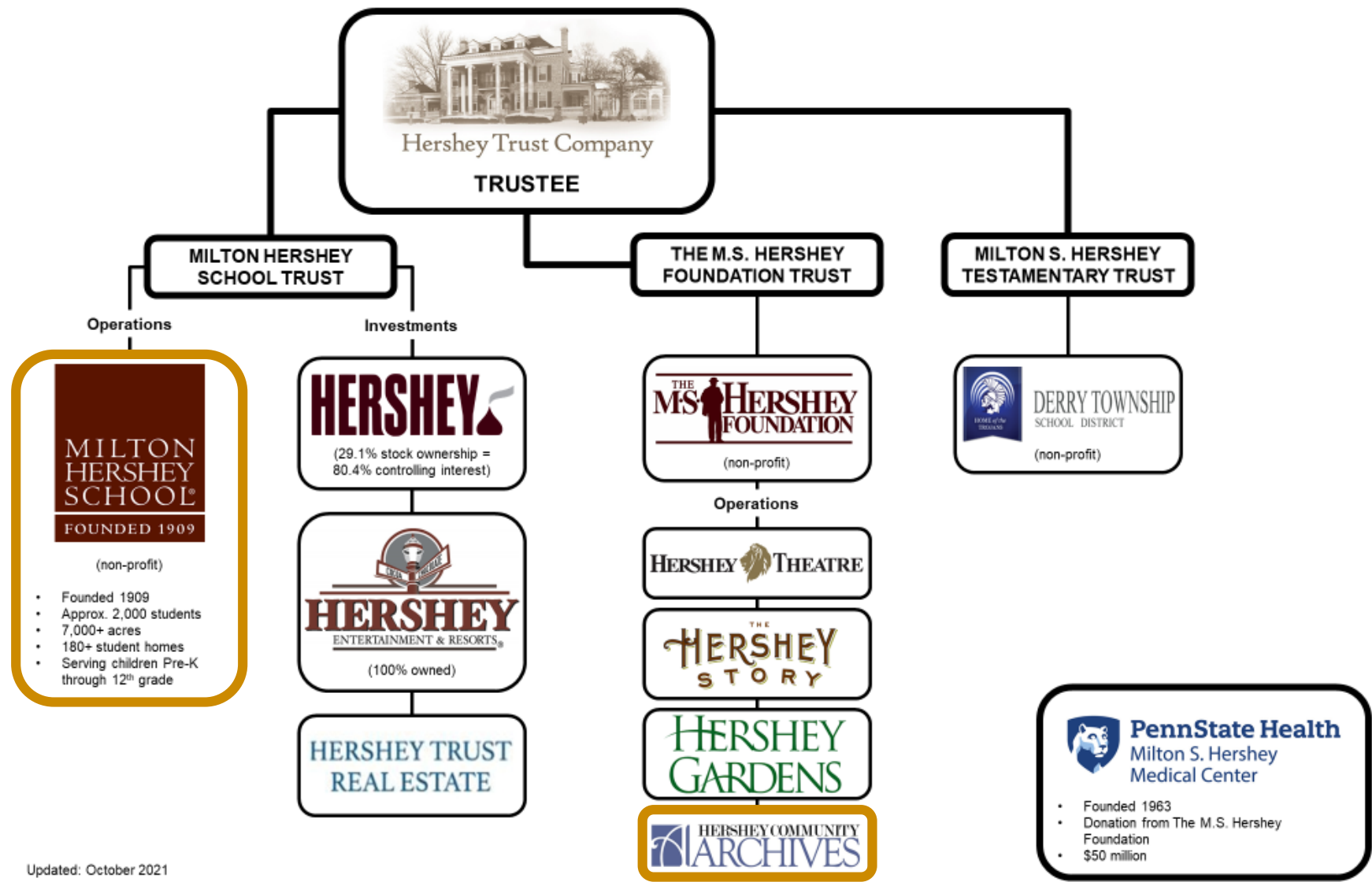
Updated: October 2021

ONE HERSHEY



Updated: October 2021

ONE HERSHEY



Updated: October 2021

MILTON HERSHEY SCHOOL



MILTON HERSHEY SCHOOL

ABOUT MHS

Founded in 1909 by Milton and Catherine Hershey, Milton Hershey School is a cost-free, private school for boys and girls. Since then, the lives of more than 10,000 children from lower-income families have been transformed through high-quality education and structured home life.

In keeping with the school's Deed of Trust, Milton Hershey School nurtures and educates children from Pre-K to 12th grade in social and financial need to lead fulfilling and productive lives.

Providing for the whole child:

- Tuition and housing (with 24/7 security)
- School and casual clothing
- Medical and dental care (including glasses and medications)
- Tutoring and personal academic assistance
- Healthy meals and snacks
- School supplies and computers
- Counseling services
- All field trips, activities, and equipment

MILTON HERSHEY SCHOOL

MHS DEPARTMENT OF SCHOOL HISTORY HERITAGE CENTER AT KINDERHAUS

- Began in a closet in the school library at request from Milton Hershey
- Contains objects that belonged to Milton and Catherine Hershey
- Contains items pertaining to the community, Hershey Cuba, HE&R, etc. in addition to the school collection



HERSHEY COMMUNITY ARCHIVES

ABOUT HCA

- Official repository for:
 - The Hershey Company
 - Hershey Entertainment & Resorts Company
 - Hershey Trust Company
 - The M.S. Hershey Foundation
- We also collect:
 - Milton and Catherine Hershey
 - The community of Hershey, Pennsylvania
 - Community organizations
 - Personal papers



SERVICE TO STAKEHOLDERS

- Serve as historian for Milton Hershey School



DEPARTMENT
OF SCHOOL

History

COMMENCEMENT Through the Years

Graduation is a momentous occasion at Milton Hershey School. For MHS students, this campus has not only been their school, but also a home away from home.

In the early days of the school, students' formal education ended when they reached age 18. In June 1921, the first two students, William Rogers and Jacob Weber, completed the academic program. Believing students needed a more structured high school level education, Superintendent George Copenhaver proposed in 1922 to Milton Hershey that students attend Hershey High School, a more cost-effective measure than expanding Hershey Industrial School. Two years later, HIS students indeed began attending Hershey High School, and in 1926, the first HIS students graduated from Hershey High School.

The first graduation ceremony for The Hershey Industrial School took place for the Class of 1935 after the Junior-Senior High School (now Catherine Hall) opened. Held in the Hershey Theatre, the ceremony featured the theme, "The Contribution of the Hershey Industrial School to Citizenship," and three members of the senior

class were the commencement speakers: James Dower Jr., vocational programs; Joseph Gumpfer, commercial programs; and Eugene Leiter, academic programs. Milton Hershey presented the seniors' awards.

During World War II, the school's commencement ceremonies had fewer attendees because many students were serving in the military. The 1942 and 1943 commencements were held in the Junior-Senior High School auditorium. In 1945, many of the graduating seniors were away fighting in the war. Blue Star banners on their chairs honored their service and noted their absence.

The town of Hershey celebrated its 50th anniversary in 1953. To commemorate the occasion, MHS, Hershey High School, and Hershey Junior College held a joint commencement in the Hershey Arena with bands and choruses from both high schools participating. The address, "Framework of Peace," was given by Dr. Milton Eisenhower, president of Pennsylvania State College (now University) and brother of President Dwight D. Eisenhower.

When planning for Founders Hall, it was important that the building contain a space large enough to seat the entire school



1935



1945

Although the venue for HIS/MHS Commencement has changed through the years, the occasion remains a memorable milestone for every graduate.



1943



1953

SERVICE TO STAKEHOLDERS

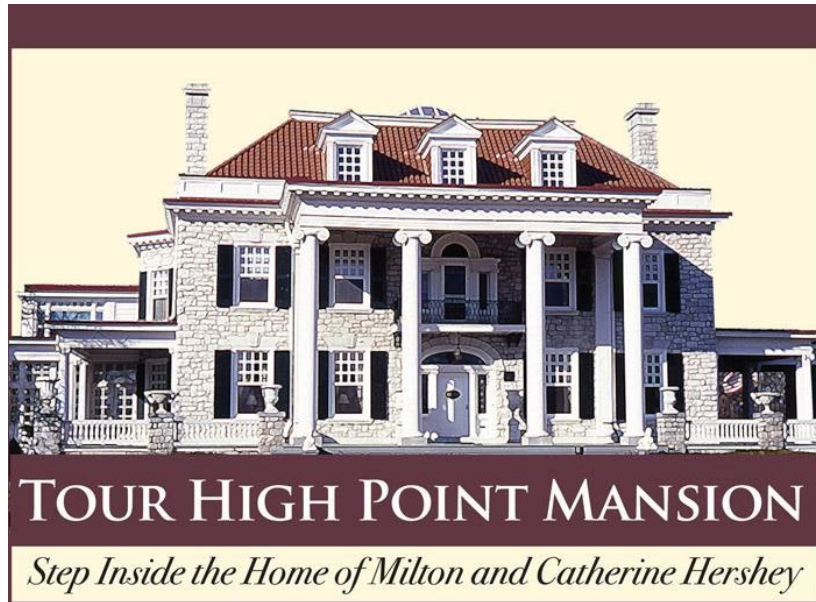
- Corporate Entities
 - Preservation of materials
 - In-depth research
 - Provide digital assets



A screenshot of the Hershey Park website. The top navigation bar includes 'HERSHEY' logo, 'THINGS TO DO', 'STAY WITH US', 'GROUPS', 'ABOUT US', and a 'TRIP PLANNER [0]' button. The main image shows the Comet roller coaster with a text overlay: 'COMET AT HERSEYPARK TURNS 75 IN MAY 2021' and 'May 23, 2021'. Below the image, the article title is 'CLASSIC WOODEN ROLLER COASTER OPENED TO THE PUBLIC IN MAY 1946'. The text describes Comet as the oldest coaster at Hersheypark, marking its 75th anniversary in May 2021. It mentions the coaster's history, including its construction by the Philadelphia Toboggan Company (PTC) and its original green color. A row of six small images shows different views of the Comet roller coaster. Below this, the section 'HISTORY OF COMET' is followed by a paragraph detailing its construction and history. At the bottom, another row of six small images shows historical photos of the Comet roller coaster.

SERVICE TO STAKEHOLDERS

- General public
 - Reference
 - Education through tours and presentations
 - Online resources



HERSHEY COMMUNITY ARCHIVES

Online Resources For Students About Us Contact Us

Home / Site Search / Search Results

Chronology Search Result

Print Save

July 1, 1907	Hershey Chocolate Company begins manufacturing Hershey's Kisses.
August 8, 1921	Factory begins using mechanical Kiss wrapping machine. Kisses trademarked plume. Prior to this, Kisses with an enclosed square of tissue.
	First wrapped with red, green and silver foil n. [Specific date is unknown. Event
	Use of wrapped and unwrapped Hershey's g Chocolate Avenue during the fall and ceremony. They are affectionately Twinkles."
	rapped with pastel blue, pink and green ay. [Specific date is unknown. Event

SEARCH CHRONOLOGY

Keywords
KISSES

☒ By Date Range ☐ By Month

Start Date
YYYY-MM-DD

End Date
YYYY-MM-DD

SEARCH

HERSHEY COMMUNITY ARCHIVES

Online Resources For Students About Us Contact Us

Home / Online Resources / Encyclopedia / HERSHEY'S KISSES Chocolates

HERSHEY'S KISSES Chocolates

Posted March 9, 2011

HERSHEY'S KISSES chocolates are recognized the world over by their distinctive conical shape of bright colored foil wrappers topped with the paper plume, and of course, their great taste. Since their first manufacture in 1907, the quality and value of bite-sized chocolate KISSES has endured-KISSES chocolates are as popular today as when they first appeared.



Product packaging including the iconic "A Kiss for You" slogan, ca. 1925-1950

GALLERY

Click image to view larger



WRAPPERS, THE PAPER PLUME, PACKAGING, AND PRODUCTION

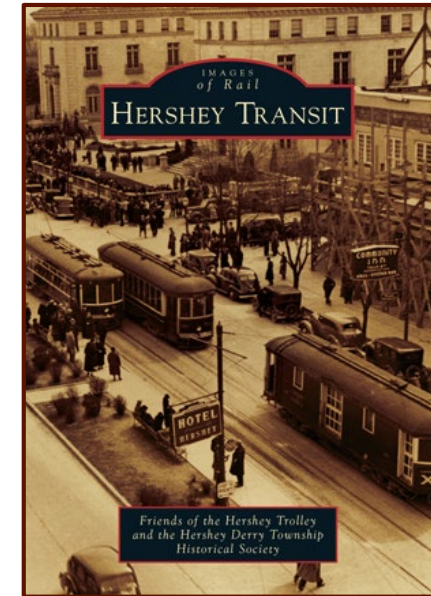
In early production, KISSES chocolates were hand-wrapped with foil and inside the foil wrapper was included a square of tissue paper that identified it as a Hershey's product. Since the buyer could not see that identification until after

CULTIVATING RELATIONSHIPS

- With Corporate Entities
 - Research requests
 - Illustrate the Archives' value
 - Illustrate the need to transfer materials for future research projects
 - Acquisitions
 - Develop relationships with and educate departments on the importance of transferring materials
 - Work with records managers to include Archives in retention schedules and make sure they are followed
- Within the Hershey community
 - Community awareness of the Archives as a:
 - Trusted resource
 - Trusted caretaker of community materials
- General goodwill among all stakeholders

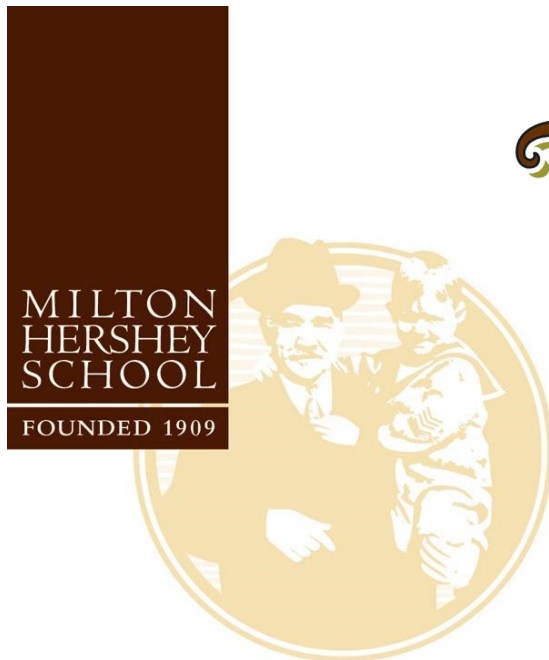
CULTIVATING RELATIONSHIPS

- Within the MHS community
 - Alumni Homecoming Open House
- In the broader Hershey community
 - Exhibit assistance with Hershey-Derry Township Historical Society (Hershey History Center)
 - Contributed to book on Hershey Transit System



CULTIVATING RELATIONSHIPS

- Between historical organizations
 - Projects
 - Reference requests



THE
HERSHEY
STORY



MEETING DIVERSE USER NEEDS & EXPECTATIONS

Administration

vs.

Teachers/Students

vs.

Alumni

My MHS Blog

Category:
Historical: From the Vault

Milton Hershey School Homecoming Through the Years

In 1930, a group of Hershey Industrial School alumni met to form a Hershey Industrial School Alumni Association. Superintendent George E. Copenhaver appointed Arthur R. Whiteman '27 as President. The...

[Read More →](#)

Milton Hershey School Enrolls Its First Female Students

When asked by a reporter for the New York Times in 1923 about his reasons for setting up the school as he did and to include just boys, Milton Hershey...

[Read More →](#)

Embracing Diversity: Groundbreaking Memories

There have been many changes since Milton Hershey School was created in 1909, yet Milton and Catherine's mission to give as many students as possible "real homes, real comforts, education,...



MEETING DIVERSE USER NEEDS & EXPECTATIONS

Corporate Entities

vs.

General public

vs.

Media

Prioritization of requests

Mission of educating the public vs. Entity interests

Confidentiality

Permissions processes

SOLUTIONS AND ONGOING WORK

COLLABORATION


- Streamline and enrich service to stakeholders
- Avoid duplication of efforts
- Work together on mutually beneficial projects



SOLUTIONS AND ONGOING WORK

COLLABORATION

Hershey Press



Vol. III. No. 33. HERSHEY, PA., THURSDAY, APRIL 11, 1912. 75 Cents Per Year

HERSHEY TRUST SHARES PAR VALUE \$50

Correction as to the Par Value of the Shares of the Hershey Trust Company

We desire to correct the statement published in the "Press" April 4th, 1912, as it appeared in connection with the article referring to the sale of the securities of the late Dr. B. W. Stauffer, relative to the par value of the shares of stock of the Hershey Trust Company, of Hershey, Pa.

The par value of this stock is \$50.00 per share and not \$100.00 as published.

We make this correction in justice to the management of the Trust Company, as the sale of this stock at \$200.50 per share, indicates the stock has a market value equal to four times the par value, or a gain of 400 per cent in a little over six years.

217. The combined population of Hershey and Derry Church is 1151.

Swatara Station has a population of 125. Hockersville has 30 residents and when it is noted that 13 of these answer to the name Hocker we understand why the place gets its name.

In Sand Beach there are 73. In Union Deposit 354. Here the name Groff appears 18 times while the names Landis, Long and Miller each appear 17 times. Campbelltown has a population of 365, the largest of any of the towns that appears in the directory next to Hershey. The name Miller appears here 27 times.

In the whole directory there are 2341 names. The name Miller appears 48 times in the directory, more than any other name.

A LIBRARY FOR HERSHEY WILL BE PLACED IN THE Y. M. C. A. OPEN TO THE PUBLIC

Hershey is to have a public library. The start in the collection of books is to be made by bringing one of the traveling library at Harrisburg here. This library will contain fifty volumes and will remain for six months when a new set of fifty will be secured. The order for these books has been sent to the State Librarian and the books are expected to arrive soon. While the books are to be kept at the Y. W. C. A., the library is to be controlled by a joint committee from both the Y. M. C. A. and Y. W. C. A. and is to be used by the men as well as the women of the town. The library will be open each Wednesday evening from six to eight o'clock and on Saturday afternoons from two to five.

In order to secure books that will go to make up a permanent public library for the town a book social will be held in the near future. This

M. S. HERSHEY RETURNS SUNDAY

Mr. M. S. Hershey, who has been sojourning in Cimiez-Nice, France, during the winter, with Mrs. Hershey, returned to America on Saturday, arriving in New York on Saturday on steamer "America." Mr. Hershey arrived in Hershey Sunday afternoon.

HERSHEY TRUST TO BUILD NEW STRUCTURE

Plans were received on Wednesday afternoon for a new and imposing structure as the new home of the Hershey Trust Company. The structure will be two stories, of stone and brick, and will be 70x90 feet. The second floor will be used for offices. The building will be erected on the corner of Cocoa and Chocolate avenue. Operations will be begun immediately

TWO BEAR CUBS PLACED IN PARK

NAMED "BOB" AND "MAGGIE"

Hotel Hershey High-Lights



Vol. I Hershey, Pa., Saturday, May 5, 1934 No. 1

Hershey, Golf Capital of America, Opens Its Fourth New Links Today

Hershey, the golf capital of America, opens its fourth golf course today, when the members of

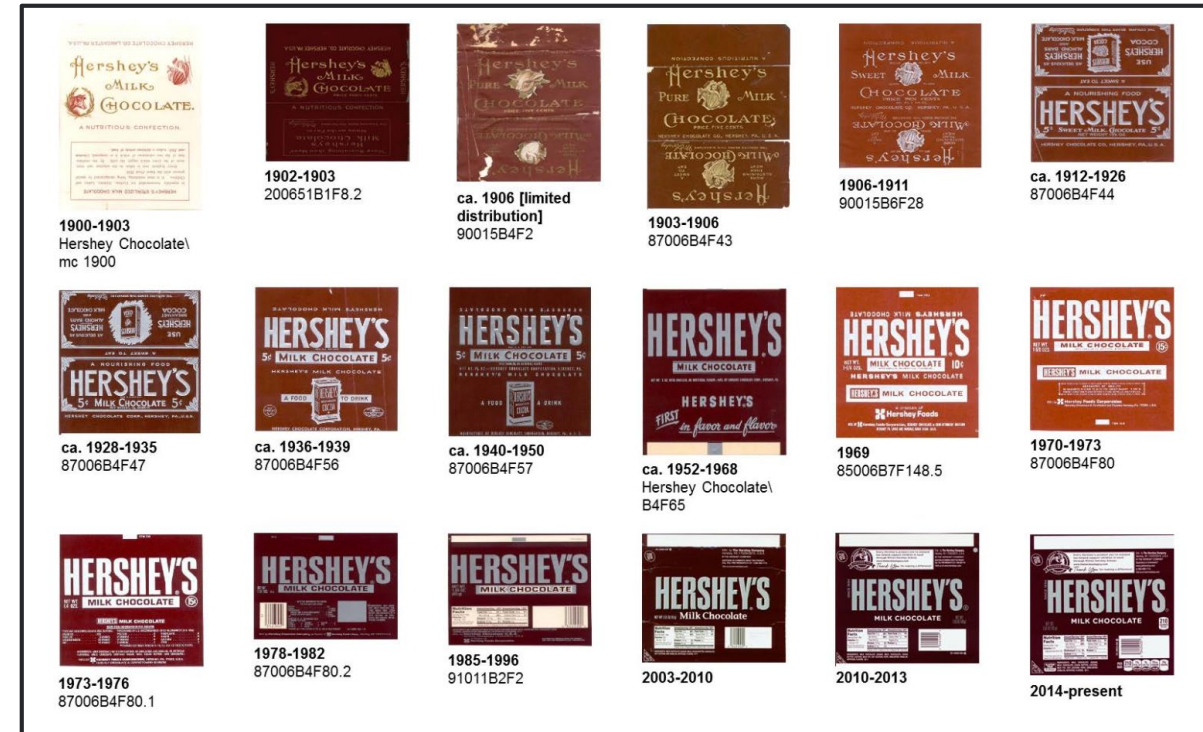
Leaping Brook Trout Lure Hershey Anglers to Streams

The brook trout season opened fairly well in the streams in the vicinity of Hershey, the spring rains not raising the streams to any great extent.

SOLUTIONS AND ONGOING WORK

LEVERAGE SOFT SKILLS

- Prioritization of time and resources
 - Requests
 - Balancing big picture with the details
 - Looking ahead at what will be useful to users in the future
- Code switching
- Multitasking



SOLUTIONS AND ONGOING WORK

LEVERAGE PRIOR EXPERIENCE

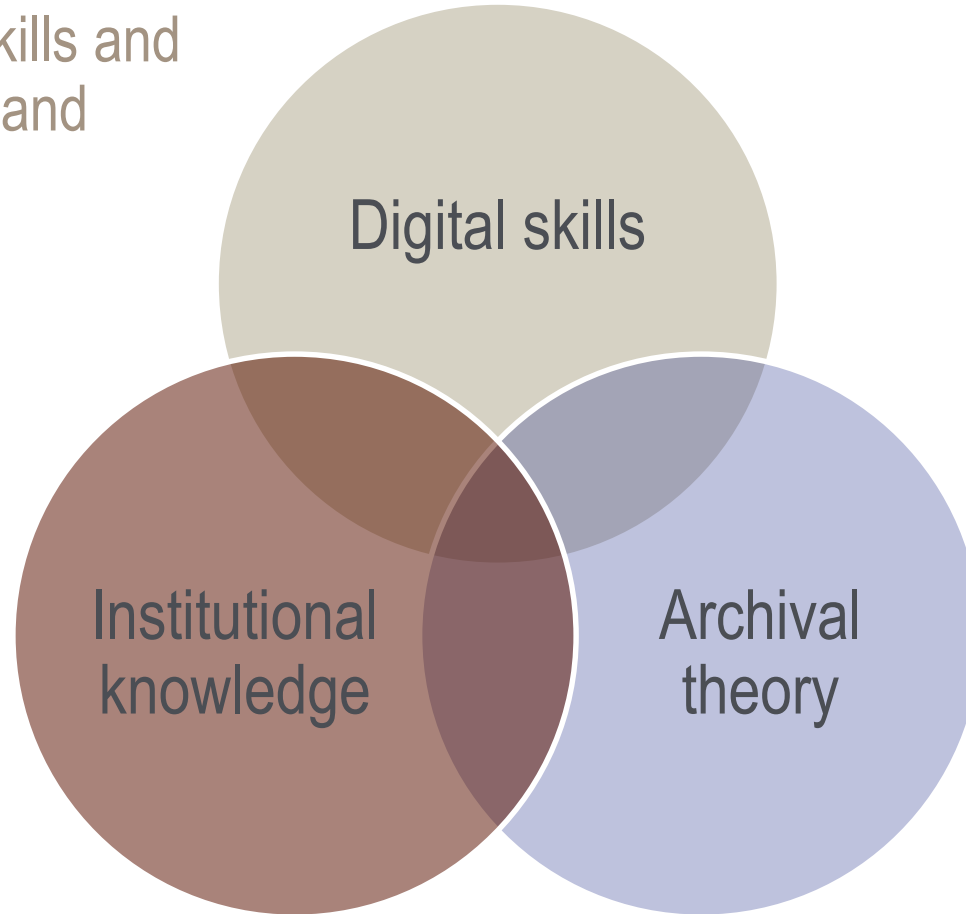
- Customer service
 - Working with all ages
- Design



SOLUTIONS AND ONGOING WORK

LEVERAGE AREAS OF EXPERTISE

- Complementary skills and experience within and among teams

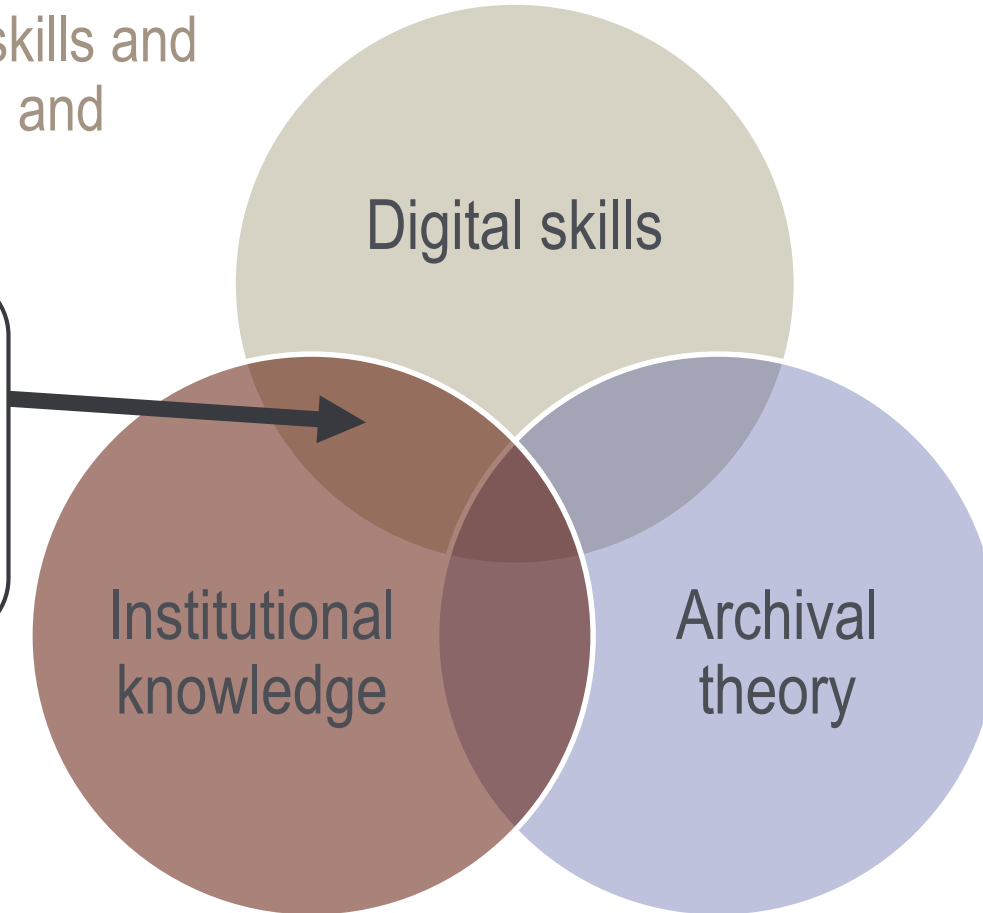


SOLUTIONS AND ONGOING WORK

LEVERAGE AREAS OF EXPERTISE

- Complementary skills and experience within and among teams

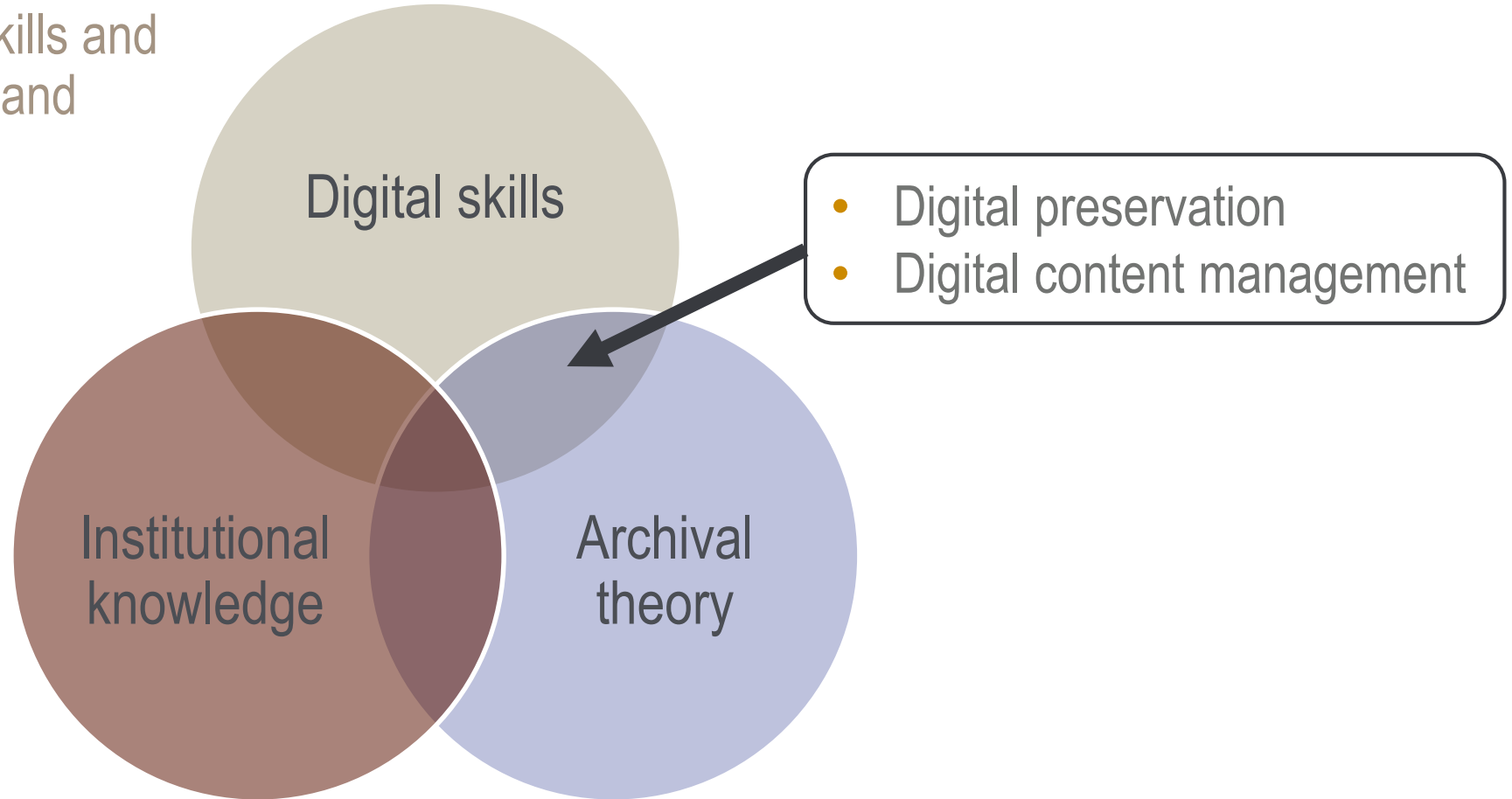
- Creating digital content
- Prioritization of digital projects



SOLUTIONS AND ONGOING WORK

LEVERAGE AREAS OF EXPERTISE

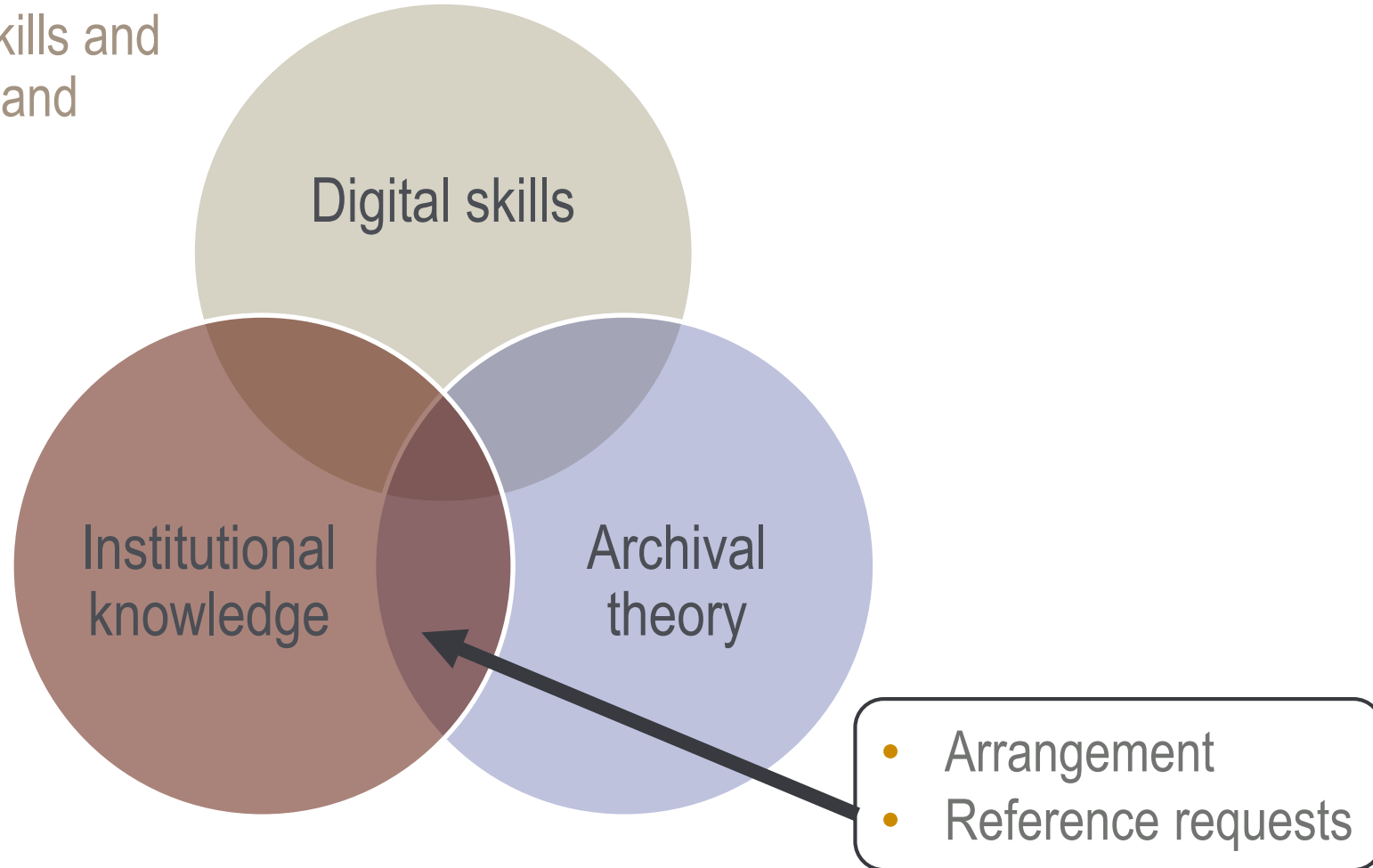
- Complementary skills and experience within and among teams



SOLUTIONS AND ONGOING WORK

LEVERAGE AREAS OF EXPERTISE

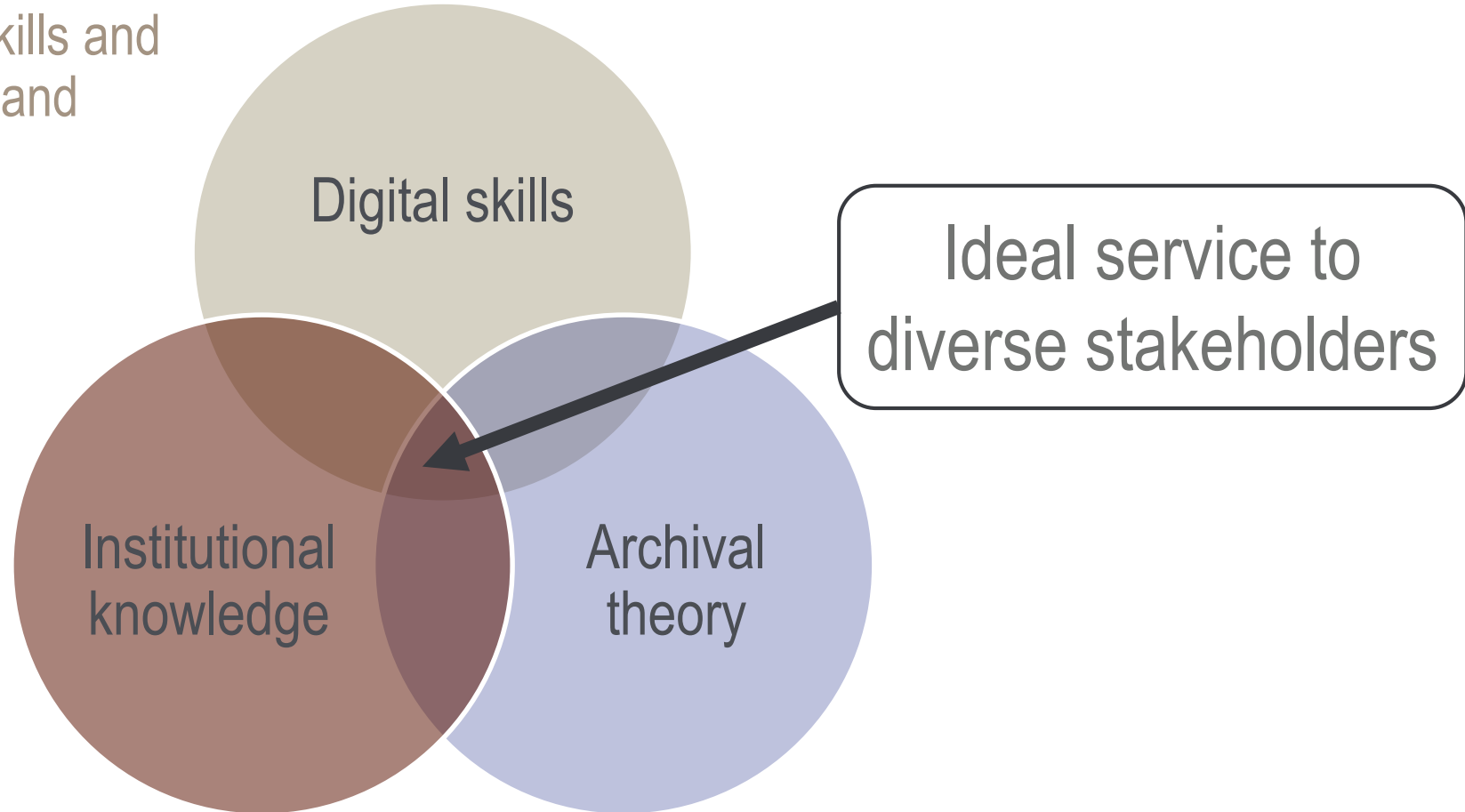
- Complementary skills and experience within and among teams



SOLUTIONS AND ONGOING WORK

LEVERAGE AREAS OF EXPERTISE

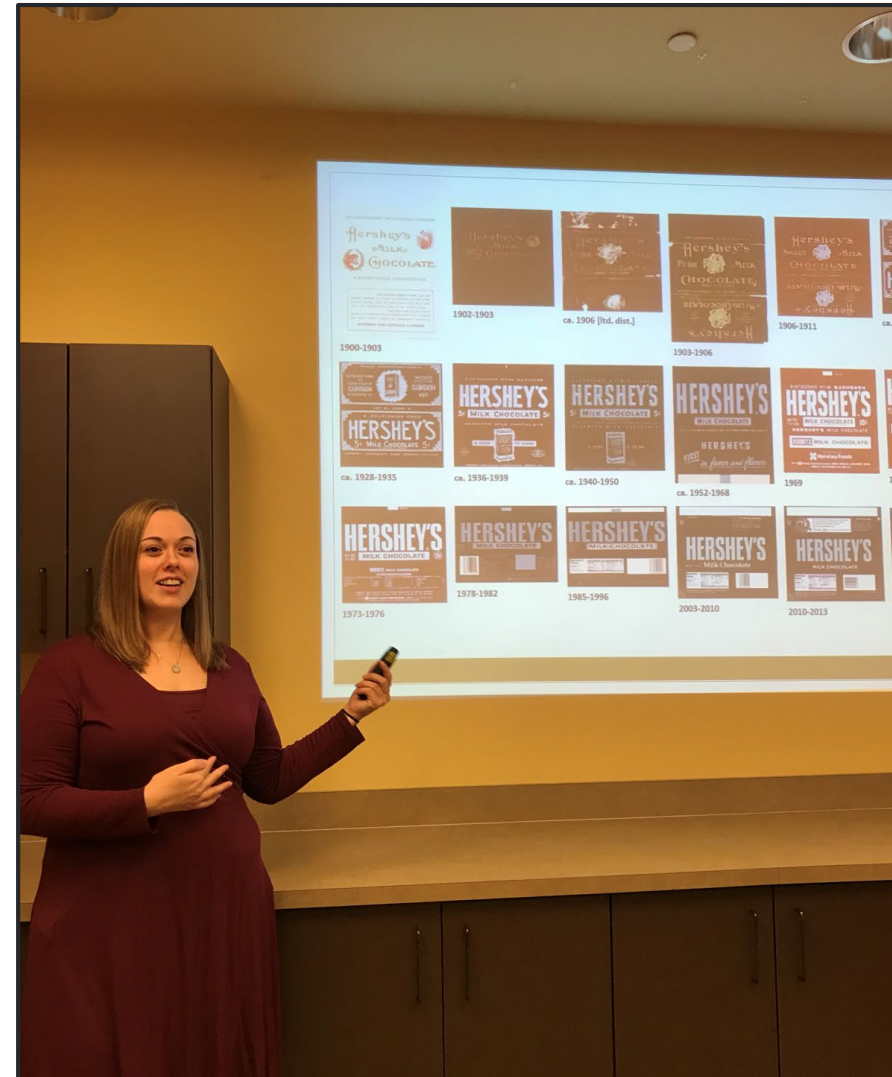
- Complementary skills and experience within and among teams



SOLUTIONS AND ONGOING WORK

ADVOCACY

- Help stakeholders understand your role(s)



SOLUTIONS AND ONGOING WORK

ADVOCACY

- Quality service



SOLUTIONS AND ONGOING WORK

ADVOCACY

- Quality service



Then and Now: Founders Week

Milton and Catherine Hershey communicated their vision for Milton Hershey School in the Deed of Trust signed on Nov. 15, 1909. This significant date has been celebrated at MHS for over 110 years through annual traditions and community gatherings.

[Read the Story →](#)

SOLUTIONS AND ONGOING WORK

ADVOCACY

- Quality service

Spartan Memories

The Spartan Memories exhibit in the north lounge features an interactive kiosk and viewing wall where memories come alive through the decades of the school's history. You can choose what time period you would like to explore or scroll through the school's history as a whole. It will also be an opportunity to learn about our Alumni of the Year and Gold Star Alumni as well as where to find more information about other alumni achievements and awards.



SOLUTIONS AND ONGOING WORK

ADVOCACY

- Quality service



SOLUTIONS AND ONGOING WORK

ADVOCACY


- Quality service



SOLUTIONS AND ONGOING WORK

ADVOCACY

- Quality service



Reservoirs and Formal Gardens

- **The exact site for the Hotel was selected as early as 1909.** Before there was a hotel, the site was developed as a recreational/park site for the community. It was known by a number of names, including: Highland Park, Prospect Heights, and Cedar Hill.
- In 1910 cedars were planted on the summit of the hill, leaving a bare spot where the hotel was to be. More than twenty years later, when excavations were made at last for Hotel Hershey, no cedars had to be cut down.
- Surveys for the Pat's Hill/Highland Park Trolley were begun February 15, 1913.
- In 1914 the **Hershey Water Company broke ground** for two new water reservoirs to serve the growing community. True to Milton Hershey's style, the reservoirs were landscaped to become a focal point of Highland Park, and were completed on April 29, 1915. Highland Park also offered picnic pavilions.
- The reservoirs, bordered by concrete balustrades, four wooden gazebos, and two pergolas, looked like decorative reflecting pools. They were arranged on the hill, in such a position as to look their best from the hotel. In fact, **the reservoirs are sixteen feet deep and together hold one million gallons of water (500,000 gallons each).**
- In 1914 and 1915 extensive plantings of shrubs and trees were made to enhance the site.
- By 1915 Highland Park was accessible by trolley. It was a popular destination for picnickers and others who wanted to enjoy the view from top of Pat's Hill.
- Now the reservoirs are used by the Hotel for irrigation.
- The beds that hold today's **Formal Gardens were laid out following the construction of the Highland Park reservoirs.** The grounds were extensively landscaped with flower beds and hundreds of rose bushes cascading down the slopes of Highland Park. These gardens were restored beginning in the summer of 1990. The gazebos were rebuilt; walkways repaired and circulating fountains were installed in the reservoirs.

SOLUTIONS AND ONGOING WORK

ADVOCACY

- Quality service



Reservoirs and Formal Gardens

- The exact site for the community was determined.
- In 1910 cedars were planted when excavating the reservoirs.
- Surveys for the reservoirs were completed in 1911.
- In 1914 the Hershey family donated the land to the community to create Highland Park.
- The reservoirs were arranged in a circular pattern and together hold 1,000,000 gallons of water.
- In 1914 and 1915 the reservoirs were completed.
- By 1915 Highland Park was open to the public from top of Park Drive to the bottom of the hill.
- Now the reservoirs are used for recreation and are a beautiful sight.
- The beds that were extensively landscaped and restored began in 1914.




Aerial view with reservoirs and Formal Gardens, ca. 1940-1959

4C4100.7

SOLUTIONS AND ONGOING WORK


ADVOCACY

- Quality service



- The exact site for the commu
- In 1910 cedars when excavati
- Surveys for the
- In 1914 the He Hershey's style Highland Park
- The reservoirs were arranged together hold
- In 1914 and 19
- By 1915 Highla from top of Pa
- Now the reser
- The beds that extensively lan restored begin reservoirs.

Reservoirs and Formal Gardens



Aerial view wi


Castilian Ballroom

- The **Castilian Ballroom** was added after the original Hotel was completed. The lack of a ballroom was an oversight. Construction began on the ballroom on **February 25, 1935**; it opened on June 10 that same year.
- Like the rest of the Hotel, the room was designed by Hershey's architect and builder, D. Paul Witmer. The ballroom was built of sand-coated brick and limestone, and was located directly over the Circular Dining Room. Originally this area included a **sun terrace with balustrade and overlook**.
- The new room continued the Spanish effect of the Fountain Lobby and reading room, with its green and gold color scheme and a highly polished hardwood floor. **The colorful ceiling of oak beams painted with various designs** done in blue, red, and yellow, is similar to that of the Iberian Lounge. The room quickly became a popular place for large banquets, receptions, and parties.
- After the addition of the Castilian Ballroom, the overlook remained, still allowing for a beautiful outdoor space with its magnificent views of the Blue Mountains.
- The stone archways were originally painted to resemble marble. This painted marbling was re-done in ca. 1996-1998 by the same artist as the private dining room in the Circular, Michael Irvin. As is his trademark, Irvin also hid a Sasquatch (or Big Foot) in one of the "marble" archways.
- **Lowell Thomas**, a famous radio personality (back before there was a television in every home), had an extensive relationship with Hershey, and especially the Hotel:
 - He was the narrator for the 1933 Hershey travelogue, *Seeing Wonders*. It is in this film that he refers to the Hotel as "The palace that out-palaces the palaces of the maharajahs of India."
 - The next year he broadcasted his CBS radio show from the Hotel.
 - On September 13, 1950, he was the keynote speaker at Hershey's first M.S. Hershey Day. He then broadcasted his CBS radio show from the Castilian Ballroom.


SOLUTIONS AND ONGOING WORK

ADVOCACY

- Quality service




- The exact site for the commu
- In 1910 cedars when excavati
- Surveys for the
- In 1914 the He Hershey's style Highland Park
- The reservoirs were arranged together hold
- In 1914 and 19
- By 1915 Highla from top of Pa
- Now the reser
- The beds that extensively lan restored begin reservoirs.




Aerial view wi

Reservoirs and Formal Gardens



- The **Castilian B** on the ballroo
- Like the rest of coated brick a balustrade an
- The new room polished hard of the Iberian
- After the addi of the Blue Mc
- The stone arch as the private archways.
- **Lowell Thoma** Hershey, and e
 - He was that ou
 - The ne
 - On Sep from th

Castilian Ballroom



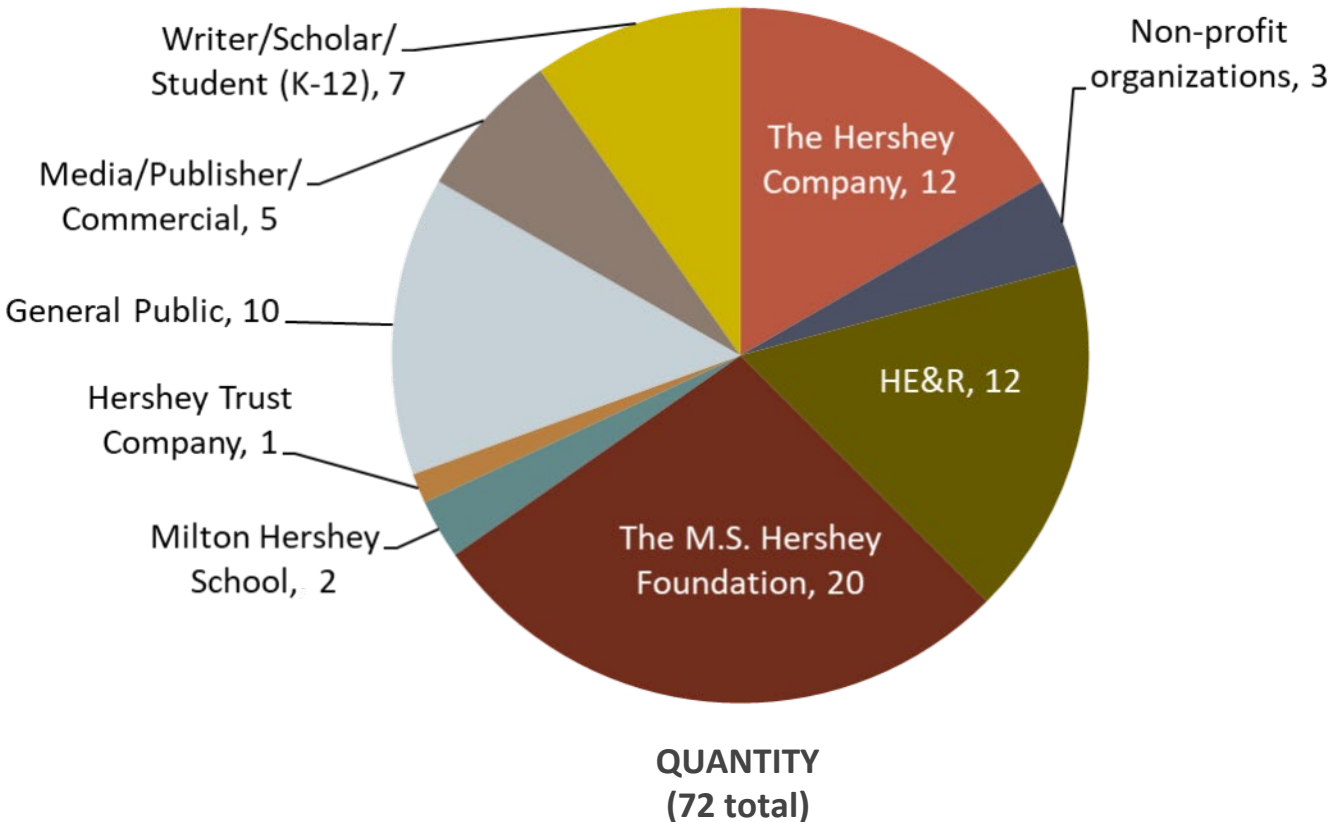
Castilian Ballroom interior, 1934

28027.1

SOLUTIONS AND ONGOING WORK

ADVOCACY

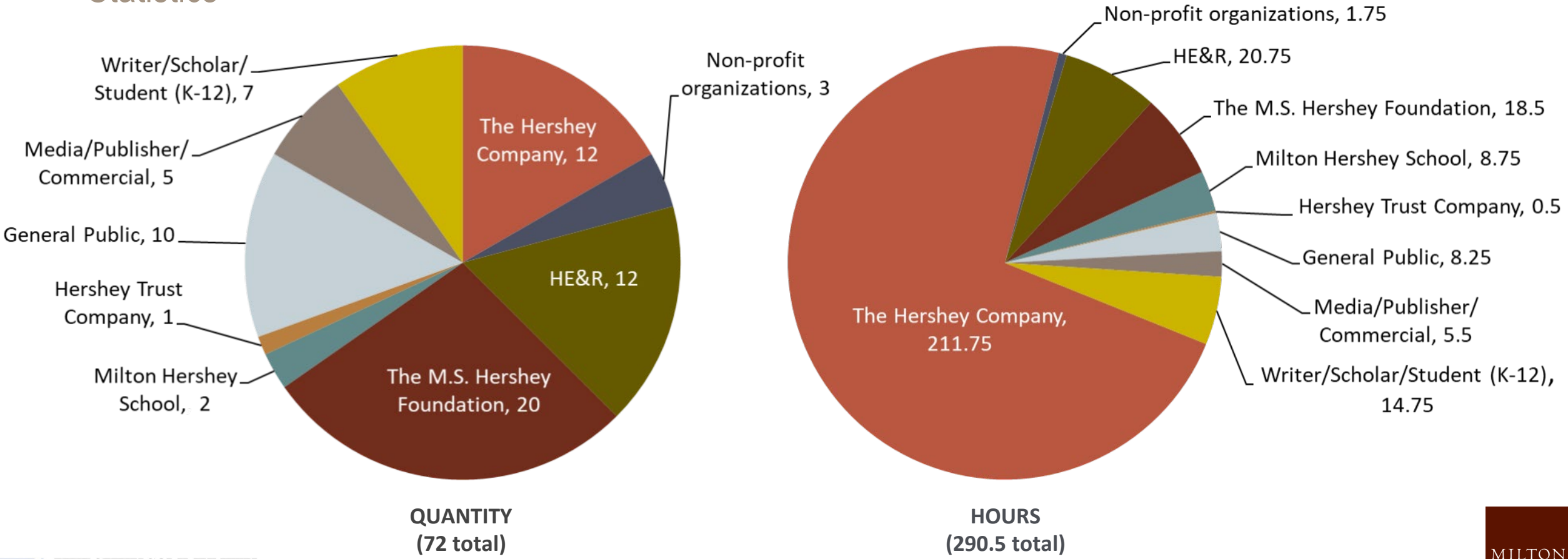
- Statistics



SOLUTIONS AND ONGOING WORK

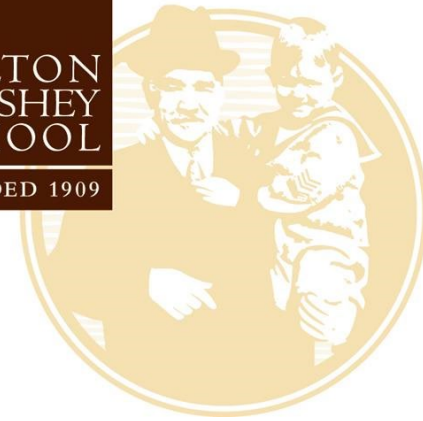
ADVOCACY

- Statistics



ONE HERSHEY





THANK YOU!

Susan Alger

Coordinator, Department of School
History, Milton Hershey School



mhskids.org



AlgerS@mhs-pa.org



[Milton Hershey School](#)

Tesa Lark Burns

Archivist, Hershey Community
Archives



hersheyarchives.org



TeLBurns@hersheyarchives.org



[Hershey Community Archives](#)

Jennifer Henderson, CA

Senior Archivist, Hershey Community
Archives



hersheyarchives.org



JeHenderson@hersheyarchives.org



[Hershey Community Archives](#)